

WASHINGTON, D. C., SUNDAY, OCTOBER 30, 1910.

12¹/₂ Outing Flannels
To-morrow 8³/₄ c yd.
at

A heavy fleeced quality, for making warm undershirts, night gowns, and children's garments.
27-inch Outing Flannels, in stripes, checks, and broken plaids; in light blue, gray, tan, and green.
One day at 8³/₄ c a yard, instead of 12¹/₂ c.

5c Cakes of
IVORY
SOAP,
2 for 6c

THIS COUPON and 5c entitles the bearer to TWO regular size cakes of Ivory Soap, if presented at our soap department Monday, Oct. 31. (Herald, Oct. 30.)

"It Pays to Deal at Goldenberg's"

Goldenberg's

Seventh and K "The Dependable Store"

Delicious Ice Cream Chocolates, high grade and absolutely pure. Sold regularly at 20c a pound. Offered for one day, per pound, at 15c
"The Special Spot."

1-2 lb. Cans of
Wilbert's
Talcum
for 9c

THIS COUPON and 9c entitles the purchaser to one-half lb. can of Wilbert's Talcum Powder, sold regularly at 15c. Violet, rose, or carnation perfumed. (Herald, Oct. 30.)

50c Nasaki
Silks at 23c a yd.

To-morrow's offering consists of 200 pieces of these handsome Nasaki Silks, in lovely Jacquard, raised effects, self-colored figures, Crepe de Chine brocade, mirage stripes, embossed dots, &c.
Choice of every color of the rainbow—every street and evening shade in demand, and plenty of black. Full 27 inches wide.

\$1.25 Yard-wide Satin Messaline 69c

We've been upsetting price traditions in Silks ever since the season started, and with to-morrow's extraordinary offerings we have succeeded in bringing about the most sensational value of all.

No other silk holds a higher place in fashion's favor than Satin Messaline. It is the leading silk for waists and costumes.

A rich, brilliant, lustrous quality, imported to retail at \$1.25 a yard—in fact, sold in every other store at this price. Full 36 inches wide.

Choice of the following approved shades:
Navy Blue—Light Gray—Reseda—Nile—Cream—Garnet—Old Rose—Gray—White—Ivory—also Black.
Think of buying regular \$1.25 yard-wide all-silk imported Satin Messalines at 69c a yard—sounds too good to be true.

Mercerized Table Damask, regularly 60c; a yard . . . 39c

Excellent quality Table Damask, for general use. This 65-inch Mercerized Satin Table Damask we offer to-morrow at very much less than the customary cost—39c a yard, instead of 60c.

65 inches wide; in five handsome patterns.
No matter how many trips it makes to the laundry, it will always retain its handsome satin luster.

\$1.50 Satin Mercerized Napkins to match (20x20 in.) at 95c dozen.

ALL-OVER LACES

Sold Regularly at 75c
and \$1 a Yd.—Choice
To-morrow at **49c**

Nothing like these lace values has been offered Washington women for many seasons. An importer's financial need compelled a quick turning over of his stock, and we were offered the pick of certain lines at immense savings.

In this sale one dollar does almost the usual work of two.
Choice is offered of fine quality Net-top, All-over Laces, in white, butter, and Arabe color—the loveliest garnitures used on smart gowns this season. Entirely new styles, including the latest Cordella and Vichy patterns, also numerous designs in beautiful floral and conventional effects.
Full 13 inches wide. Sale price, 49c a yard.

English Mercerized Moreens
and Imp. Velour Linings,

19c yd., Worth 25c,
30c, and 40c.

A clean-up of the mill's stock of short lengths of fine quality lining materials brings about this extraordinary offering.

Lengths from 2 to 6 yards, suitable for waist, jacket, and skirt linings. 27 to 36 inches wide.

Colors are light blue, pink, navy blue, myrtle, Nile, gray, brown, lavender, white, cream, and black.
Beautiful lustrous quality materials, noted for their strength and durability. Worth up to 40c a yard, for 19c.

69c LINING SATINS—Yard-wide Lining Satins, extra superior quality, with rich, brilliant luster. Choice of silver gray, medium, and oxford gray, ivory, cream, champagne, mode, and black. The best liked material for coat and suit linings. Cannot be matched anywhere for less than 69c a yard. Sale price, yd. . . . **49c**

Regular 25c Gloves
at, a pair 15c

A purchase of 500 dozen pairs of good quality warm gloves; just the kinds wanted for cold weather wear. And best news of all—they are offered at savings of nearly half price.

The lot consists of women's fleece lined gloves, in jersey length; choice of black, white, and various desirable colors; also women's and children's all-wool golf gloves, extra heavy fine knit goods with long wrists.
All sizes of both kinds at 15c a pair.

Sale of Bed Sheets at
Unusually Low Prices.

Our ability to obtain unusual advantages in bed muslins makes this store the logical supply depot for all economical spenders. Here are two lots of large size Sheets at very much below regular cost.

81x90 Armorside Bleached Sheets, full size for double beds; made of close-woven, firm sheeting cotton, with improved welded seam in the center for added strength. Hand torn and ironed. Sold regularly at 49c each. Sale price **49c**

81x90 Seamless Bleached Sheets, large size for double beds, made of superior quality, linen-finish sheeting cotton; free from dressing. Finished with 3-inch hem. Regular 75c value. Sale price **59c**

Yard-wide Cotton,
67c.

Worth 10c Yard.

Here's a strong, serviceable quality, firm-woven, Bleached Cotton, that sells readily enough at 10c a yard. We bought 50 pieces when the market took a drop.
Round-thread grade, well liked for making women's and children's garments. Free from dressing. One day at 67c a yard.

Embroidered
Flannel,

59c Grade at 39c yd.

Another lot of that popular white wool Embroidered Flannel on sale to-morrow at the astonishingly low price of 39c a yard.
You must pay 50c a yard regularly for this quality, which is extra soft and fine, with handsome silk embroidered woven designs.
Especially desirable for infants' wear.

"Seconds" of 35c
Window Shades
For 16c Each.

100 dozen Opaque Cloth Window Shades, mounted on good, strong spring rollers; size, 3x6 ft., at 16c each.

In several shades of green, also oceru and white.
They are "seconds" because of slight imperfections discovered at the factory—such as a slight crease or tiny oil spot. Slight faults that do not hurt them in the least.
Regular 35c value at 16c each.

200 Pieces of 18-in.
Antiseptic Birdeye
55c a Piece.
Regular Price, 75c

Strictly first quality Antiseptic Birdeye, 18 inches wide, put up in sealed packages of ten yards each.
The kind always sold at 75c. One day for 55c a piece.
(Linen Department.)

Importer's Surplus Stock of
Beaded and Jetted Bandings

Finest Qualities;
Worth \$1, \$1.50,
\$2, and \$2.50 yard, 59c yd

It was our rare good fortune to secure the importer's overstock of these handsome Dress Trimmings at a fraction of regular cost.

They are the very newest and most fashionable styles for trimmings waists and costumes, and come in an immense assortment of magnificent designs.

Wide and medium widths in Beaded and Jetted Bandings; choice of black, white, and exquisite iridescent effects. All high-grade qualities, in many exclusive styles, including the new and extremely desirable festoon patterns.

Beaded and Jetted Bandings are used on all the newest and most beautiful of the new waists and costumes. The opportunity to secure a supply of these rich and elegant dress trimmings at one half to five times less than regular cost will appeal with irresistible force to dressmakers and women who sew at home.
(Lace Department—First Floor.)

9x12ft. BRUSSELS RUGS

Largest Room Size. \$8.98
Regular Price, \$18 . .

When it comes to value-giving in Rugs, this store's position as leaders in underselling is unquestioned. No other Washington store matches our low prices with same qualities—a claim that is proved every day. Make all the comparisons you like.

To-morrow's remarkable offering of large room size rugs consists of fifty 9x12 feet extra heavy-weight 9-wire Brussels Rugs, strictly all-wool fabric, at \$8.98—the identical grade for which other stores charge eighteen dollars.

Choice of a good assortment of pleasing designs, in floral, conventional, and medallion patterns, in color combinations of red, green, tan, rose, and blue.

Extra heavy-weight 9x12 ft. large room size 10-wire Brussels Rugs, Brussels and Velvet Rugs, Alex. Smith & Sons' make. All made in one piece, with heavy four-inch hemmed ends. Also a few Axminster Rugs included, in conventional, floral, and medallion designs. Colorings to suit any room. Regular \$24.00 and \$30.00 values. . . . **\$15.98**

Brussels Rugs, small room size, 6x9 ft.; made in one piece, 9-wire grade; in floral and medallion designs; colors of green, red, pink, and tan. Sold regularly at \$10.00. Offered for one day \$6.98. . . . **\$6.98**

Large room size 3 ft. 3x10 ft. 6 Axminster Rugs and heavy-weight Brussels Rugs, in floral, conventional, and medallion designs. Colors of green, red, tan, rose, and blue. Sold regularly at \$25.00. Special at **\$13.75**

Sample lot of Rugs, 9x12 ft., largest room sizes, including one-piece Wilton, extra fine Axminster, &c.; Alex. Smith and Hartford makes; in floral, conventional and medallion designs, colorings to suit any room. Regular \$30.00 and \$35.00 values. . . . **\$19.75**
One day at

Purchase of Maker's Sample Line
of Battenberg Lunch Cloths.

\$3.98 **\$4.98** **\$5.98**
Worth \$8.00. **Worth \$10.00.** **Worth \$12.50.**

A remarkable purchase and sale of a Maker's Sample Line of Handsome Battenberg Lunch Cloths at biggest savings ever known. About 200 in all, in 45, 54, and 72 inch sizes; choice of round and square shapes. One-of-a-kind patterns.

With plain linen and Japanese drawnwork or embroidered centers—exquisite designs, certain to please and delight every housewife who takes pride in beautiful things for the home.

All the finest hand-made goods. Every piece guaranteed strictly perfect.

45-inch size at \$3.98—regularly \$8.00.
54-inch size at \$4.98—regularly \$10.00.
72-inch size at \$5.98—regularly \$12.50.

(Art Department—First Floor.)

\$2.50, \$3, AND \$3.50 CENTERPIECES—Choice of a lot of sample Battenberg Centerpieces, with drawn work and linen centers; full 30 inches, in round and square shapes. Choice of fifty designs. Choice at . . . **\$1.39**

\$1 Bed Pillows
For 59c Each.

200 large size Bed Pillows—19x27 inches—covered with extra heavy-weight art ticking, in colors of green, pink, gray, and blue.

Filled with sanitary crushed turkey feathers, made odorless by cold blast process.

One day at 59c each—regular \$1 kind.
(Fourth Floor.)

\$4.00 Fur Cloths,
at \$2.39 yd.

Choice is offered of 50-inch Black Fur Cloths, rich, brilliant, lustrous quality, in the most fashionable effects, including Pomsykin, Cotskin, Broadtail Lynx, Russian Lynx, and Russian Caracul.

Genuine Salts' quality. Have the exact appearance of real fur. Sale price, \$2.39 a yard, instead of \$4.00.

75c Paon Velvets,
100 Shades, 59c.

These Handsome Satin Face Paon Velvets are on the top wave of popularity this season for dress trimmings and millinery.

This is the superior imported quality, and comes in a full range of street and evening shades; also black.

One hundred shades to choose from.
One day at 59c a yard, instead of 75c.

Sale of Small Wares.

Dressmaker's Nickel Steel Shears, all sizes, including the new Tension shears. Values worth up to 39c each. . . . **19c**
Special at
5c Mohair Corset Laces. 3c
6-yard lengths.
Elastic Shirt-waist Belts, with long waist pin attached. Made of good quality 114c elastic. 4c
Special at
Good quality White Basting Cotton, 200-yard spools; worth 2c spool; three spools . . . **5c**
White Cotton Tape, 8-yard lengths. Best quality twill tape. Worth 8c, roll. . . . **4c**
Dressmaker's Pins, half-pound boxes. Regularly **18c**
Kirby Board's English Hairpins, straight and crimped styles. First quality pins. Regularly 2c package. . . . **1c**
English Pin Book, contain a good assortment of first quality pins. Regularly 10c book. 5c
Special at
Waving Irons, 4-prong style; nickel finish. Worth **10c**
19c. . . .
Jet Head Mourning Pins, regularly 2c box. Six boxes for **5c**
Asbestos Iron Holders, stockinet covered. Best 5c kinds. Four pairs for . . . **3c**
Dress Shields, light weight, nainsook covered. Regular 10c kinds. Four pairs for . . . **25c**
Mother's Ironing Wax, regularly 10c. . . . **5c**
Unbreakable Pearl Head Lace Pins, pear-shaped heads. Regular 10c sheets. . . . **5c**
Misses' and Children's Pin-on Hose Supporters, good quality 114c elastic, in black and colors. Strongly made. . . . **9c**
Honeycomb Wash Cloths. 10c
best 5c kinds; 2 for
Women's Sleeve Protectors, neatly made of good quality percale. In black, white, and neat checked effects. Worth 15c pair. . . . **10c**
The Granger Improved Hooks and Eyes; all sizes. With two dozen extra invisible loops on each card. Regularly 10c. . . . **5c**

2,500 Boxes of High-grade
Initial Writing Paper,
10c Box
Sold Regularly at 25c a Box.

You have never been able to buy this Initial Writing Paper for less than 25c a box. Only possible now because of a big purchase direct from the mill at an unexpected figure.

Initials are made from steel die, with fancy crest or curved lines. Any letter desired. Stamped in green, red, or blue.

Each box contains the highest grade linen-finish Writing Paper and Envelopes to match.

Regular 25c value, at 10c a box.

Playing Cards, extra quality bristol board. Sold in most stores for 20c a pack. Here to-morrow at **10c**

Hexagon Yellow Lead Pencils, with rubber tips. Sold by stationery stores for 5c each. To-morrow at, FOUR for . . . **5c**